

Town of Franklin

Communications
& Marketing



Channels

Existing in 2019

- Website
- Twitter Account
- YouTube Channel

Added

- Facebook
- Instagram
- Monthly Newsletters
- Linked In
- Podcast Channel



Audiences

- **Citizens**
- Businesses
- Groups & Organizations
- Employees
- Municipalities & government agencies
- Potential citizens
- Potential businesses
- Potential employees



Website 2020



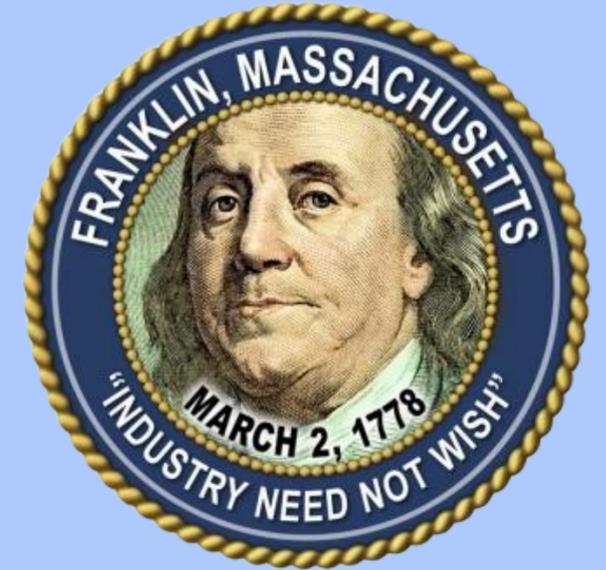
www.franklinma.gov

2020 most viewed pages:

- Home page
- Library
- Coronavirus portal
- Recycling Center
- Departments
- Police Department
- Fire Department
- Assessors
- Town Clerk
- Town Blog



Website 2021

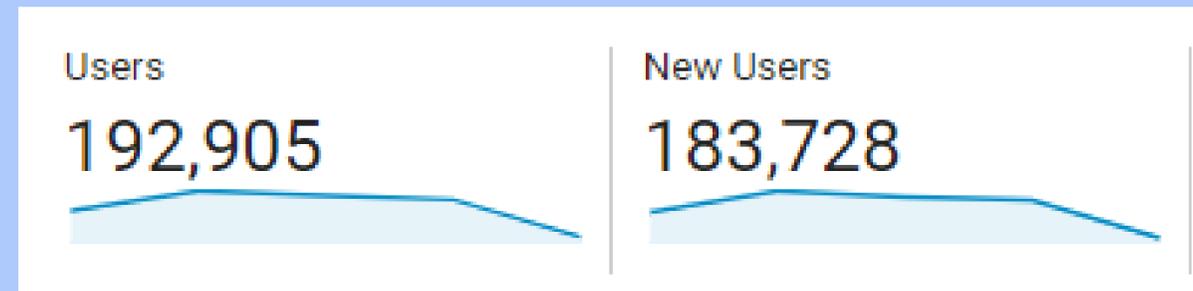


Jan - April 2021

Most viewed pages:

- Home page
- Fire Department
- Library
- Departments
- Assessors
- Vaccination Site
- Police Department
- Recycling Center
- Recreation Department
- Treasurer/Collector

First 3rd of the year - trending up



Newsletters

- Started in January 2020
- New platform in May 2020 (Constant Contact)
- Provide monthly updates, information, and links from all departments
- Shared via subscription, website, & social media channels (archived editions available)



Stats

- Contact growth at 102% (Total of 5561) Growing weekly
- 71% Very engaged/engaged
- Open rate: 25% higher than the industry average
- Click rate: 17% higher than the industry average
- Subscribe here:

<https://lp.constantcontactpages.com/su/zVaN7el/News>

Subscribe for E-News!

Get news and alerts from the Town of Franklin right in your inbox and stay updated with your community!

* Email

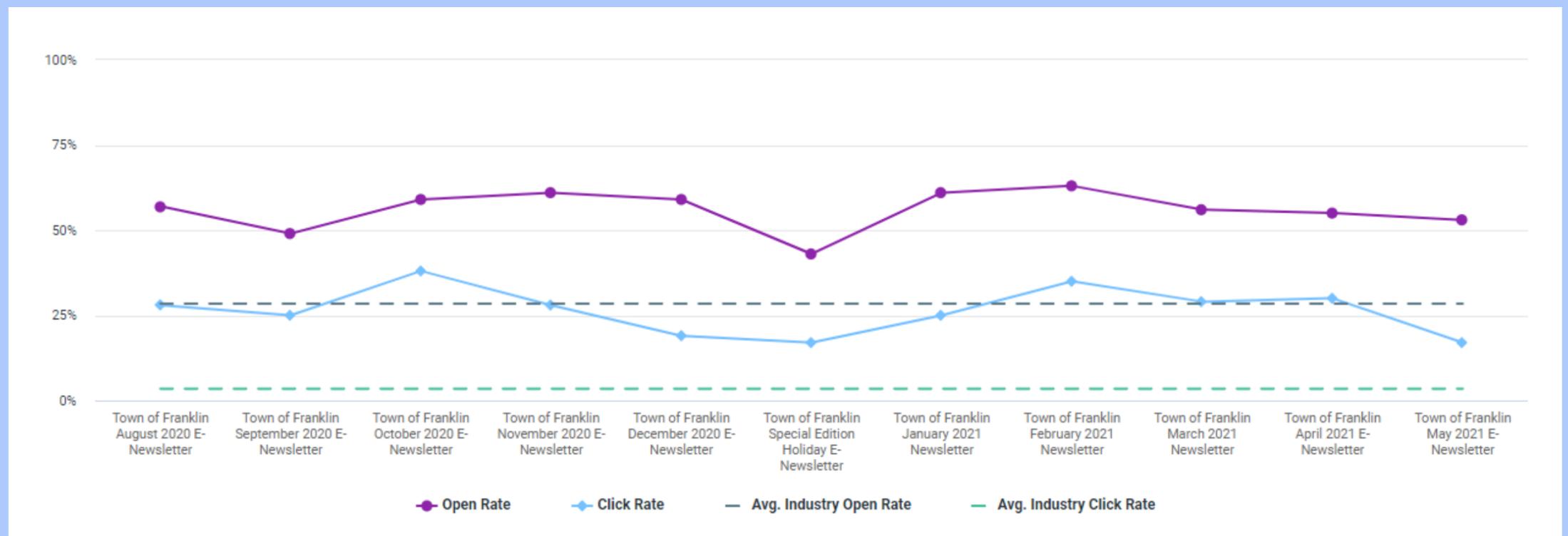
First Name

Last Name

By submitting this form, you are consenting to receive marketing emails from: Town of Franklin, 355 East Central Street, Franklin, MA, 02038, US. <http://www.franklinma.gov>. You can revoke your consent to receive emails at any time by using the [SafeUnsubscribe](#) link, found at the bottom of every email. [Emails are serviced by Constant Contact.](#)

Sign Up

Constant Contact



Social Media

Growing our base on all channels



**3,550
followers**



**1,752 in 20
months**



**1,382 in 16
months**



**Working on growth in
2021 and beyond**



Stats



Impressions - # of times our tweets were seen)

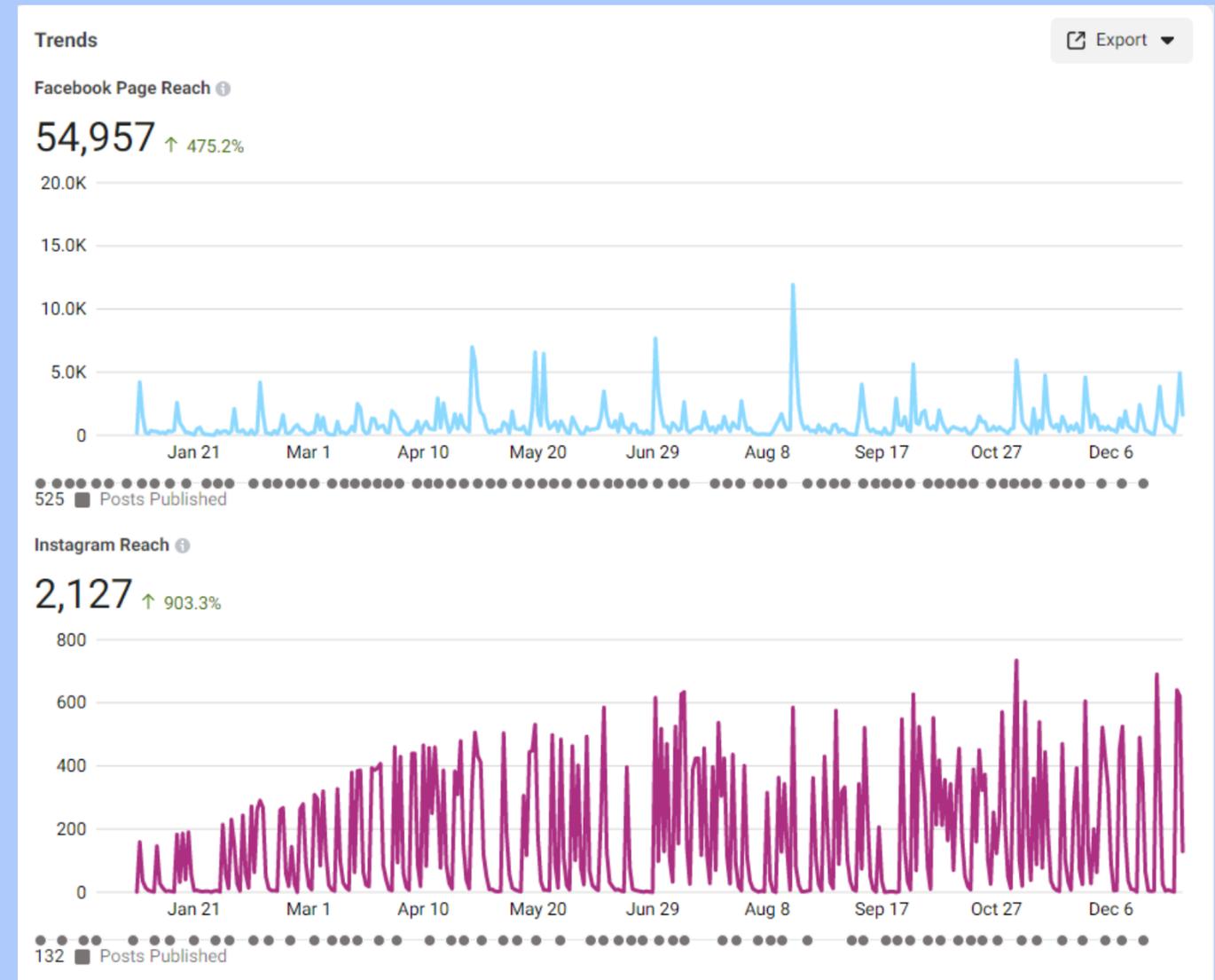
- **January - April 2021 - 459K Tweet impressions in 4 months - on track for more growth**
- **January 2020- December 2020 837.1K Tweet Impressions**
- **January 2019 - December 2019 301.2 K Tweet Impressions**

Tweet Clicks

- **January 2021 - April 2021 - 3,247 clicks**
- **January 2020- December 2020- 9,769 clicks**
- **January 2019 - December 2019 - 3,265 clicks**

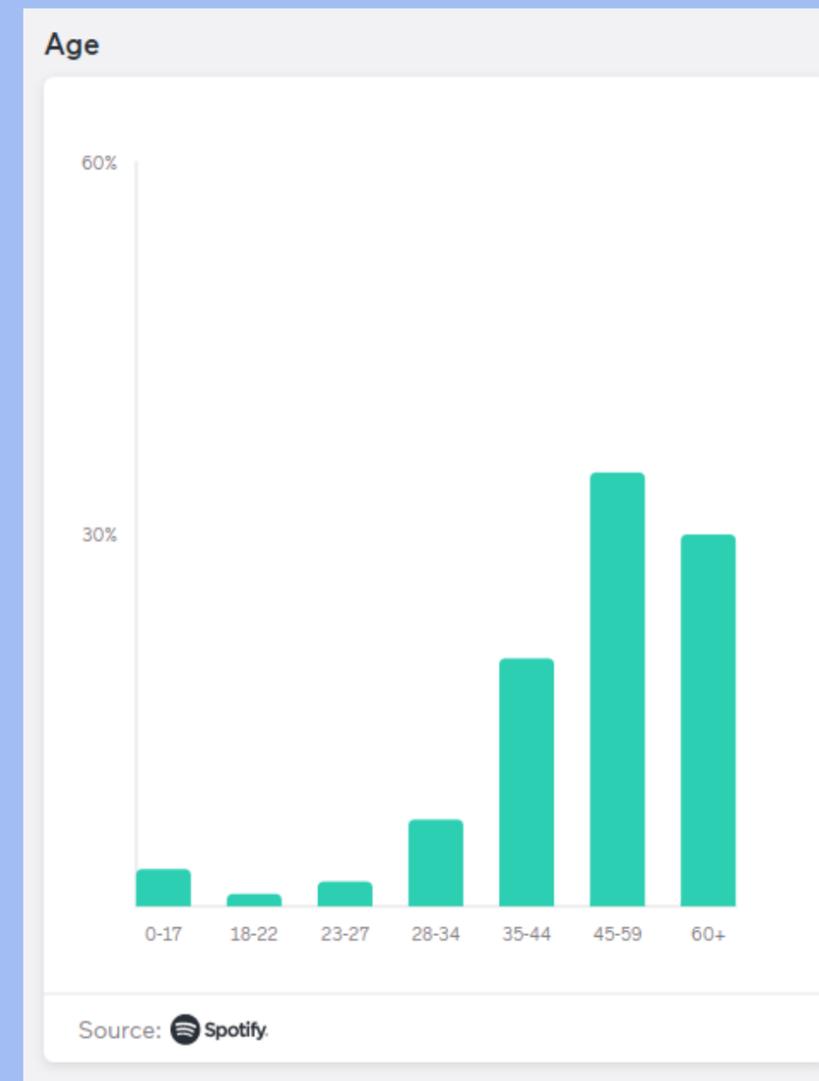
Stats

- Facebook top social media source for our website
- 46,061 sessions on our website



Talk Franklin

- 34 episodes over the course of 14 months
- 25+ hours of content, 2,000+ plays
- Listener Stats:
 - 65% 45 years old + (30% over 60 years old)
- Great partnership with Steve Sherlock/Franklin TV & Radio
- <https://anchor.fm/letstalkfranklin>



Public Messaging Campaign

BEN'S GUIDE TO MASK WEARING

Nope! Not like this! Not really! Perfect!



DO YOUR PART FRANKLIN!

BEN'S GUIDE TO SOCIAL DISTANCING

That's too close, friends! Keep space please. Thanks for the reminder, Ben!



DO YOUR PART FRANKLIN!

BEN'S GUIDE TO BEING FULLY VACCINATED

People are considered fully vaccinated:

- 2 weeks after their second dose in a 2-dose series, such as the Pfizer or Moderna vaccines, or
- 2 weeks after a single-dose vaccine, such as Johnson & Johnson's Janssen vaccine



DO YOUR PART FRANKLIN!

BEN KNOWS IT STILL MATTERS!

Wash your paws! Wear a mask! and stay 6 tails apart!!



DO YOUR PART FRANKLIN!

- Board of Health public messaging grant
- Combination of avenues: newsletters, social media, banners, MBTA posters, and a billboard
- Non-threatening way to provide important public health messages from lovable Ben Franklin

Local Media



- Franklin Gazette
- Franklin Town News
- Franklin TV & Radio
- Other local stations

Marketing

- Department Spotlights
- Business Guide
- Franklin Gift Cards
- Franklin Cultural District
- Designed ads in Metrovisitors guide, and other publications

FRANKLIN
More than you imagined!

Visit Downtown Franklin, MA
Your destination for shopping, restaurants, theater, history and so much more!!
There is ALWAYS something fun happening in Franklin!

Working Together to Create a Vital Downtown

FRANKLIN DOWNTOWN PARTNERSHIP

The Franklin Downtown Partnership
9 East Central Street Franklin MA 02038
(774) 571-3109
www.FranklinDowntownPartnership.org
Find us on
f i t

FRANKLIN Cultural DISTRICT

FRANKLIN
More than you imagined!

FRANKLIN Cultural DISTRICT

Arts Happen Here!

Your destination for shopping, restaurants, theater, history and so much more!
There is ALWAYS something fun happening in Franklin!

www.franklinculture.org
Find us on
f i t

FRANKLIN
More than you imagined!

Explore our open space, enjoy our eateries, browse our shops and delight in our arts, culture and history!

There is ALWAYS something fun happening in Franklin!
Visit us and find out more at
www.franklinma.gov
www.franklinculture.org

Arts Happen Here!

@TOFranklinMA
@OfficialTownofFranklin
@TownofFranklinMA

Department Spotlights

- Highlighted how Town Departments pivoted in the wake of the pandemic
- Eased public concerns about TOF operations
- Provided important information to citizens



Business Guide

- Example of communicating to the "Potential Audience"
- Customer service material
- Marketing our town as "Open for Business"

<https://www.franklinma.gov/economic-development/pages/business-guide>

Town of Franklin **Business Guide**



www.franklinma.gov



Franklin Gift Cards

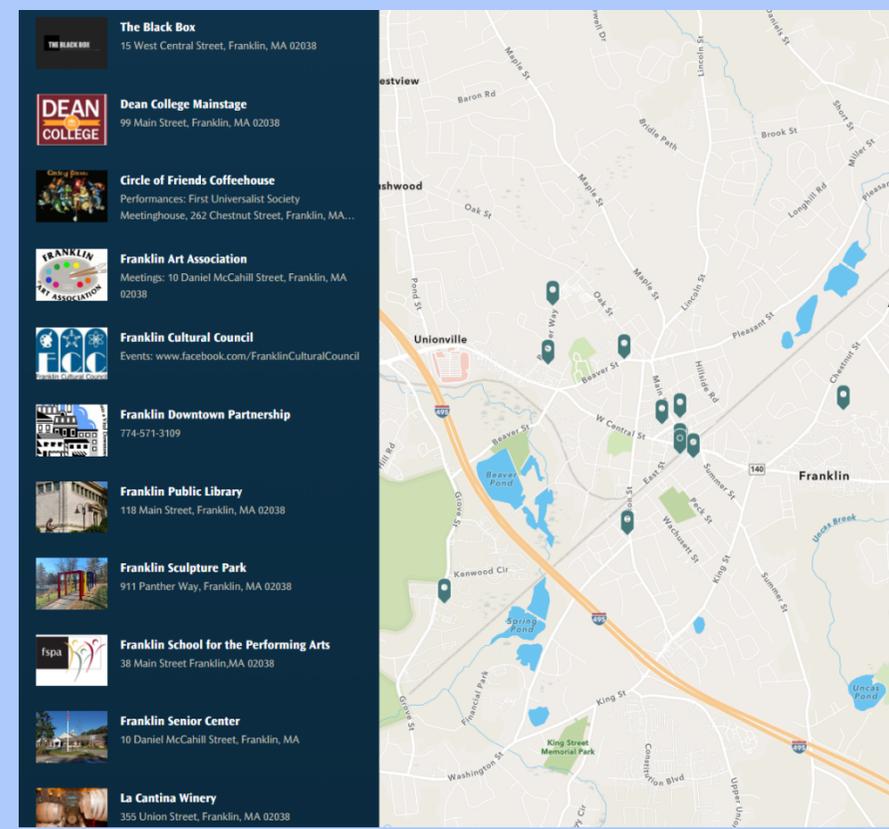
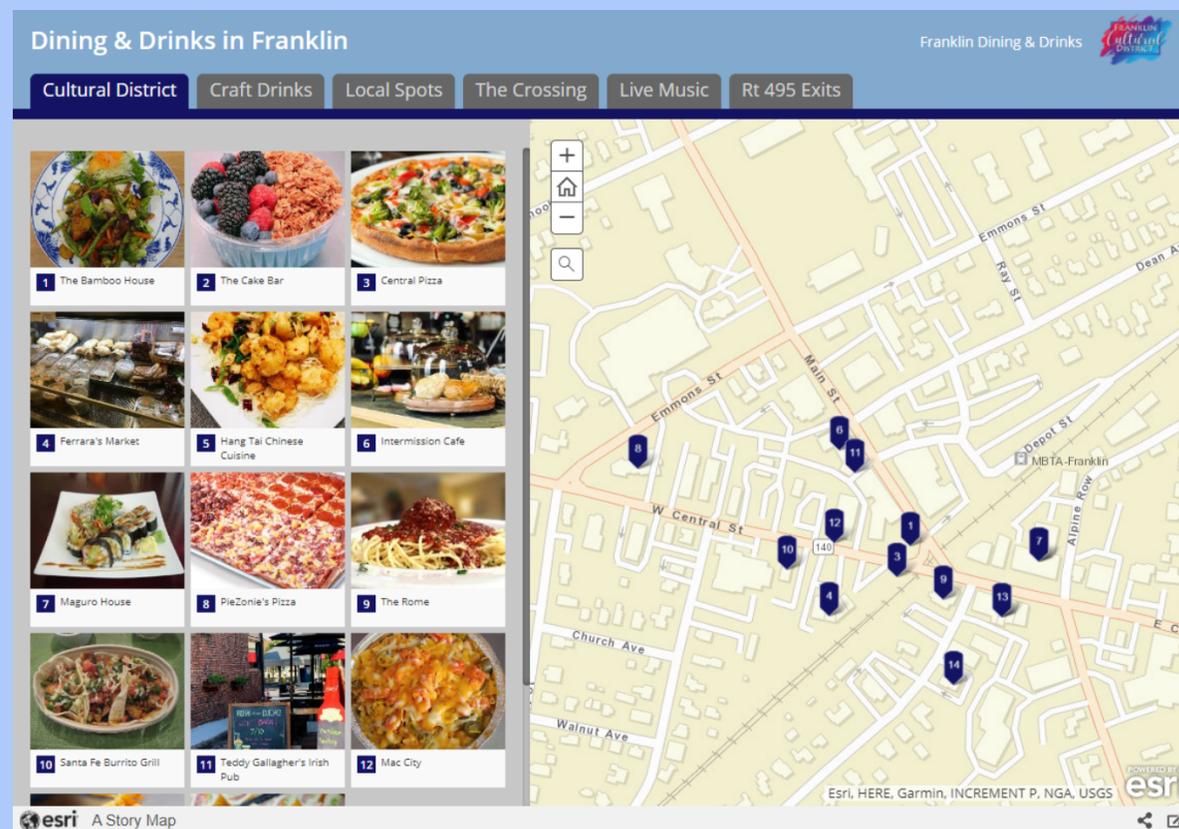
- Economic development & pandemic recovery/support initiative
- Currently partnered with 40 participating local businesses
- To date has secured \$48,677.00 that will stay in our local economy
- Community pride
- Still growing!
- Strong local partnerships!





Website work

- Dining & Drinks
- Franklin History E-brochure
- Arts & Entertainment
- Marketing & social media strategies



Next Steps



- Pop Up Shops Initiative - Regional Pilot Program Grant \$188,000
- Mini-Visitors centers - MetroWest Visitors Bureau Mini-Grant
- Curating photo/video content - future marketing/branding efforts online & print potential
- Wayfinding/Branding Steering Committee
- Application for a Shared Streets and Spaces Grant
- Developing new and engaging content for social media, GIFy, AR, digital & print marketing efforts
- Develop & Implement marketing strategies to highlight our strengths and direct positive attention to the Town of Franklin

Franklin Public Schools



- Websites
- Social Media
- Monthly Newsletters
- Internal communications
- Reopening Website
- Dashboard
- Etc...

Thank you!

